

1 **IN THE CLAIMS**

2 This listing of claims will replace all prior versions, and listings, of claims in the application:

3 --1. - 50. (Cancelled)

4
5 **51. (Currently Amended)** A method for providing an enhanced computer based advertising
6 system, wherein said method comprises the steps of:

7 an advertiser placing an advertisement and inputting a telephone number;

8 storing said advertisement and said telephone number in a database;

9 publishing said advertisement via the Internet;

10 determining if said advertiser is available for receiving a real-time Internet
11 communication; and

12 establishing said real-time Internet [[a]] communication between a first user and said
13 advertiser;

14 wherein said establishing includes calling said telephone number via the Internet from
15 a Web page.

16
17 **52. (Previously Presented)** A method according to claim 51, wherein said real-time Internet
18 communication is established using voice over Internet Protocol (IP).

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20 **53. (Previously Presented)** A method according to claim 51, wherein the anonymity of said
21 advertiser is maintained.

1 **54. (Previously Presented)** A method according to claim 51, wherein said advertisement includes
2 audio or video.

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4 **55. (Previously Presented)** A method according to claim 51, wherein said method further
5 comprises the step of:
6 charging said user or said advertiser.

7
8 **56. (Previously Presented)** A method for providing an enhanced computer based advertising
9 system, wherein said method comprises the steps of:

10 an advertiser placing an advertisement;
11 storing said advertisement in a database;
12 publishing said advertisement via the Internet;
13 determining if said advertiser is available for receiving a real-time Internet
14 communication;
15 establishing said real-time Internet communication between a first user and said
16 advertiser; and
17 a second user calling said advertiser via a telephone;
18 wherein said advertiser communicates with said second user via a personal computer
19 connected to the Internet.

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21 **57. (Previously Presented)** A method according to claim 56, wherein said real-time Internet
22 communication is established using voice over IP.

1 **58. (Previously Presented)** A method according to claim 56, wherein the anonymity of said
2 advertiser is maintained.

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4 **59. (Previously Presented)** A method according to claim 56, wherein said advertisement includes
5 audio or video.

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7 **60. (Previously Presented)** A method according to claim 56, wherein said method further
8 comprises the step of:
9 charging said user or said advertiser.

10
11 **61. (Previously Presented)** A method for providing an enhanced computer based advertising
12 system, wherein said method comprises the steps of:

13 an advertiser placing an advertisement;
14 storing said advertisement in a database;
15 publishing said advertisement on a Web page;
16 determining if said advertiser is available for receiving a voice over IP
17 communication; and
18 a user accessing said advertisement via the Internet, said user communicating with
19 said advertiser via said voice over IP communication.

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21 **62. (Previously Presented)** A method according to claim 61, wherein the anonymity of said
22 advertiser is maintained.

1 **63. (Previously Presented)** A method according to claim 61, wherein said advertisement includes
2 information in audio or video

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4 **64. (Previously Presented)** A method according to claim 61, wherein said method further
5 comprises the step of:
6 charging said user or said advertiser.

7
8 **65. (Previously Presented)** A method for providing an enhanced computer based advertising
9 system, wherein said method comprises the steps of:

10 an advertiser placing an advertisement;
11 storing said advertisement in a database;
12 publishing said advertisement on an Internet Web page;
13 determining if said advertiser is available for receiving a real-time Internet
14 communication;
15 a user accessing said advertisement via the Internet; and
16 said user communicating with said advertiser via said real-time Internet
17 communication.

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19 **66. (Previously Presented)** A method according to claim 67, wherein said real-time Internet
20 communication is initiated from an Internet Web page.

1 **67. (Previously Presented)** A method according to claim 65, wherein said real-time Internet
2 communication uses voice over IP.

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4 **68. (Previously Presented)** A method according to claim 65, wherein the anonymity of said
5 advertiser is maintained.

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7 **69. (Previously Presented)** A method according to claim 65, wherein said advertisement includes
8 audio or video

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10 **70. (Previously Presented)** A method according to claim 65, wherein said method further
11 comprises the step of:
12 charging said user or said advertiser.

13
14 **71. (Previously Presented)** A method for providing an enhanced computer based advertising
15 system, wherein said method comprises the steps of:

16 an advertiser placing an advertisement and inputting a telephone number;
17 storing said advertisement and said telephone number in a database;
18 publishing said advertisement on an Web page;
19 determining if said advertiser is available for receiving a real-time Internet
20 communication;
21 a user accessing said advertisement via the Internet, and initiating a telephone call to
22 said telephone number from an Web page.

1 **72. (Previously Presented)** A method according to claim 71, wherein said calling is performed
2 from a personal computer.

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4 **74. (Previously Presented)** A method according to claim 71, wherein said real-time Internet
5 communication uses voice over IP.

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7 **75. (Previously Presented)** A method according to claim 71, wherein the anonymity of said
8 advertiser is maintained.

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10 **76. (Previously Presented)** A method according to claim 71, wherein said advertisement includes
11 information includes audio or video.

12
13 **77. (Previously Presented)** A method according to claim 71, wherein said method further
14 comprises the step of:

15 charging said user or said advertiser.

1 **78. (Previously Presented)** A method for providing an enhanced computer based advertising
2 system, wherein said method comprises the steps of:

3 an advertiser placing an advertisement and inputting a telephone number;

4 storing said advertisement and said telephone number in a database;

5 publishing said advertisement via an Web page;

6 determining if said advertiser is available for receiving a real-time Internet
7 communication; and

8 a user accessing said advertisement via the Internet and initiating a telephone
9 conversation with said advertiser.

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11 **79. (Previously Presented)** A method according to claim 78, wherein said initiating is performed
12 from a personal computer.

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14 **80. (Previously Presented)** A method according to claim 78, wherein said initiating establishes said
15 real-time Internet communication from said an Internet Web page.

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17 **81. (Previously Presented)** A method according to claim 78, wherein said real-time Internet
18 communication is established using voice over IP.

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20 **82. (Previously Presented)** A method according to claim 78, wherein the anonymity of said
21 advertiser is maintained.

1 **83. (Previously Presented)** A method according to claim 78, wherein said advertisement includes
2 audio or video
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4 **84. (Previously Presented)** A method according to claim 78, wherein said method further
5 comprises the step of:
6 charging said user or said advertiser.
7

8 **85. (New)** A method according to claim 78, wherein said initiating is performed from an Internet
9 Web page.
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11 **86. (New)** A method according to claim 61, wherein said voice over IP communication is
12 initiated from an Internet Web page such that said user is connected to said advertiser.
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